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Approved For Release 2004/06/14 : CIA-RDP81B00493R000100060001-6

MFAC # 2603-78....

22 June 1978

MEMORANDUM FOR: See Distribution

SUBJECT : NID Reader Survey

Those of us who worked on the recent review of the NID found the accounts of interviews with senior consumers to be extremely interesting. Copies are attached for all the addressees with the greatest number going to those organizations making the largest contribution to the NID. Please make them available to your people for their amusement and delectation.



Richard Lehman  
Associate Director - Substantive Support  
National Foreign Assessment Center

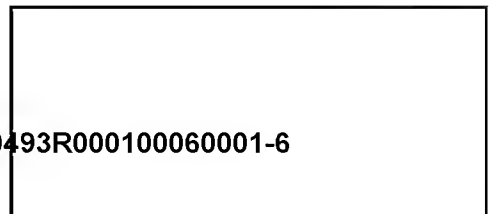
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Approved For Release 2004/06/14 : CIA-RDP81B00493R000100060001-6

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Approved For Release 2004/06/14 : CIA-RDP81B00493R000100060001-6

SUBJECT: NID Reader Survey

Distribution:

- 1 - All NIOs
- 1 - Director, CIA Operations Center
- 1 - Director/OCR
- 1 - Director/OIA
- 1 - Chief/PPG
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- 1 - NFAC Registry

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Approved For Release 2004/06/14 : CIA-RDP81B00493R000100060001-6

7 March 1973

MEMORANDUM FOR: Chief, Current Reporting Group


SUBJECT : Survey of NID Readers in Congress

1. I recently met with seven of the eight staff directors or senior staffers who regularly receive the NID. Attached are capsulized summaries of their comments. Reflecting the multiple masters we serve and their divergent Committee responsibility, the comments often tend to be contradictory, e.g. one wanting more military and another less. All of the readers agreed that the "multiple master problem" was indeed a problem, and that they understood fully why the daily mix of items comes out as it does.

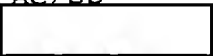
2. Only one respondent, Bill Miller of the SSCI, hated the NID format, and his colleague Hal Ford tended to prefer the old CIB format. The others either preferred the NID format or simply didn't care. Many miss the Summary column, and all who were asked thought that a periodic index would be helpful. Several asked if it would not be possible to include a box once a week or so highlighting recently released publications of interest.

3. Nearly all felt a daily publication was necessary--and no one thought that we ought to go out of the current intelligence business. Several were vehement in stating their need for a reliable daily source of information for themselves and their committee members.

4. All in all, my survey turned up about what you would expect: considerable carping, occasional praise, and one or two helpful suggestions.

  
Congressional Support Staff

Attachment: a/s

cc: AD/NFAC/SS  
OLC, 

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Excerpts from Interviews

Chuck Snodgrass, Staff Assistant, House Appropriations:

"If the NID did not exist, I would have had to invent it." Believes daily intelligence publication is necessary. He reads all of it daily, occasionally calls items to the attention of Members. From Committee's viewpoint, would like less political and more military reporting. Would be happy with two-page edition on slow days. Extra page with photos or maps would be welcome. Likes features and summaries of other items, as well as pieces from other services or embassies. NID should not repeat Times and Post, but should point out when press stories are wrong. Does not need Summary.

Guy McConnell, Senior Staff, Senate Appropriations:

Reads NID regularly when in session. Occasionally briefs selected items to interested Members. Likes format better than CIB. Prefers Summary at front of items rather than in separate column. Likes summaries of IIMs, NIDs, etc. as it is often the only way he finds out about these publications. Type too small in Briefs. Likes dissent as currently presented with a clear heading. Would like follow-up when stories have raised a flag that can subsequently be lowered. Likes political and economic stories as they often serve to give better perspective than press. Believes a daily intelligence pub is necessary.

Jack Brady, Staff Chief, House International Relations:

Reads NID daily. Much prefers NID to CIB format. Does not read hardware items unless strategic implications. Maps, tables, and charts are inadequate in NID. Does not miss Summary as separate item. No Members read, only Chairman is briefed when appropriate. Thinks items "toned down" by editors. Biggest drawback is lack of follow-up. Items do not track back to previous articles. Features would be better as separate publications. Need

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weekly index of NID as well as weekly listing of selected publications. Believes must have daily publication. Finds it helpful in keeping Committee staffers from making factual errors or chasing assorted wild geese.

Norvill Jones, Staff Chief, Senate Foreign Relations:

Scans daily, Members read only selected items. Too much duplication of press; prefers feature items. Format is fine, but breaking of articles is annoying. Misses Summary section. Would like periodic index of available publications. Appreciates summaries of other pubs. Briefs section is helpful. Committee greatly appreciates intelligence research papers and would like more of them.

John Ford, Staff Director, House Armed Services:

Reads all summary paragraphs daily, and selected items. Briefs Chairman and other staff members as appropriate. No Members currently reading although they have in past. Mix is good, likes features. Misses Summary section. Likes tabloid format and the Briefs. Likes assessments from embassies and other services. Likes typeset and appearance. Believes daily publication is necessary to keep Committee from being surprised about world developments.

Bill Miller, Staff Director, Senate Select Committee on Intelligence:

Hates tabloid format. Single columns (i.e. one item per page) much easier to absorb. Pieces should be placed serially in order of importance. Need white space for making notes. Content duplicates press too often. Likes analytic features. Too much journalism and not enough "rigorous analysis" (whatever that means). Scrap the NID and go back to CIB format. Need better maps and graphics. Does not read paper daily because format is annoying. Summary column is most necessary, making clear order of priorities. No Members read regularly, although Chairman sees selected items. Mix is fine--and Congress should have no control of what is printed.

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Hal Ford, Senior Staff, Senate Select Committee on Intelligence:

Staff reads NID widely. Helpful to enrich understanding of briefings and hearings. Daily publication is essential, but tabloid not necessarily the best format. Format creates a file problem and is harder for the reader to grasp; prefers old CIB format. NID at its best when not competing with daily papers. Summary column needed--useful for policy makers with limited time. Tabloid form makes reader work too hard to find items; breaks in articles distracting. Err on low side in content--don't load NID with unnecessary items. Classification problems restrict its usefulness to Members, although they often find it helpful in their work on other Committees. Likes interdisciplinary and inter-agency pieces, as well as pieces by embassies and other services. Likes to have attention called to other publications that may be available. Quality is generally high and NID does good job of trying to accommodate interests of its varied readership.

Ed Levine, Staff, Senate Select Committee on Intelligence:

Reads once a week, doesn't care about choice of format. Summary column not helpful because it could not be trusted to be accurate. Needs an index listing all articles. Briefs not very helpful. Should indicate validity of clandestine sources. Daily intelligence publication is needed, but could be done by separate pubs for geographic or functional areas. (When asked, he admitted this was probably impractical.) Political reporting tends to duplicate press, but military hardware pieces very good. SSCI is "ideal" consumer for intelligence because it needs a broad overview.

Tom Latimer, Staff Director; Dick Giza, Staff, House Permanent Select Committee on Intelligence:

When asked, "How is the NID?", Latimer responded that it is like being asked "How is your wife?" The only response possible is that, "It's better than nothing." NID is useful to the staff, but Members frankly more

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interested in Post and Times. Congressman Ashbrook reads occasionally. Format is "pretty good." Break in articles annoying. Needs Summary. Type is poor especially in Briefs. Needs index. Classification bothersome to Members who either fear they cannot talk about something because it was in intelligence pub or do talk about it, and then worry. If classification is high, the article ought to cite the specific source or method, otherwise just say "informed sources" and lower the classification. Daily publication probably not necessary for HPSCI; if it vanished, it would not make much difference. (Note: Latimer asked to be put on NID distribution immediately upon taking the Staff Director job.) Likes features from embassies, stations, and other services. Feature items would be better issued as separate publications so that staff could use them. Political reporting tends to duplicate press and does not make clear those portions that are drawn from unique intelligence sources. Should not do special publication for Congress. Latimer misses Night Journal which served to flag interesting cables or late-breaking developments. Reads DIA Executive Summary daily. Mix is fine, should be driven by events, not by need to fill space.

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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #1011-78  
13 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support

FROM :   
NIO for Special Studies

SUBJECT : NID Survey: Deputy Secretary of State Christopher

1. Denis Lamb, Mr. Christopher's executive assistant, reports that the Deputy Secretary reads the NID himself every day and finds it "quite valuable."

2. Mr. Christopher reads both current and longer analytical articles--or at least the summary paragraphs. This feature, incidentally, is one he has specifically commended. He also likes the NID's unique graphic presentations (satellite orbits and various maps were mentioned).

3. The Deputy Secretary is said to feel quite comfortable with the newspaper format, in part because he can scan it easily for articles of particular interest. He would, however, probably prefer somewhat less material in a single issue than the average NID now carries. The current substantive balance appears to be about right for his needs, although Mr. Lamb personally would like to see even more on economic matters to help focus the top people on these issues.

4. Mr. Lamb summed it up by saying he felt sure that Mr. Christopher regarded the NID as a "polished, finished product," much as his staff does.



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THE DIRECTOR OF  
CENTRAL INTELLIGENCE

National Intelligence Officers

9 March 1978

NOTE FOR: Mr. Lehman

SUBJECT: NID Survey

Ambassador Smith and Dr. Tuchman at most scan the NID for items of particular interest to them, but invariably, with rare exceptions, pertinent points have already come to their attention through the raw traffic itself or by means of INR's daily. Their offices do have an interest in current analysis of recent and prospective developments in foreign nuclear programs and policies, but the NID does not seem to be a particularly useful vehicle for meeting their needs. In sum, they would prefer more long-range analytical production and little or no NID to the extent they are competitors for scarce resources.



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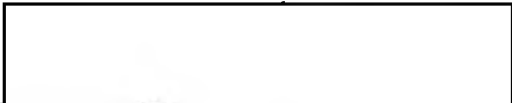
8 MAR 1978

MEMORANDUM FOR THE RECORD

SUBJECT: Conversation with Secretary of Defense,  
7 March 1978

7. I asked both Secretary Brown and Duncan their views on the NID. They both read it daily; neither one had any substantial comments. Secretary Brown said he'd like to see the introductory bold-face paragraphs a little longer. His view is this would better enable him to skip reading the entire article. I pointed out if we made them too long then those whose appetites were whetted and did read the whole article would find themselves having to read that much more twice. In general, Secretary Brown's only comment was that some of the inside articles were a bit long.

*Read*

  
STANSFIELD TURNER  
Director

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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #951-78  
9 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support, NFAC

FROM :   
NIO for Special Studies

SUBJECT : NID Survey: Secretary of State Vance

Secretary Vance no longer reads the NID (because of the PDB's similar coverage), but he does read certain feature articles that his staff surmises may not have appeared in the PDB and xeroxes for his reading folder.



Comments from Amb. Richardson's staffers re the NID:

Richardson reads the NID himself every day when he is in the country. He is a wide reader of all kinds of things. Spends lots of time reading. He carefully reads every article in the NID, not just the ones relating to his particular interest.

He doesn't read DIA publications or the State Summary. He likes the format of the NID. Also likes the longer feature articles. He asks that it be kept as is.

One criticism: Too frequently there are articles which are overly repetitious of morning newspaper reporting. He thinks this can be remedied by excluding info which will probably be included in newspaper reporting and add only supplemental info.



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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #952-78  
9 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support, NFAC

FROM :   
NIO for Special Studies

SUBJECT : NID Survey: Interview with Leslie Gelb,  
Director, Bureau of Politico-Military Affairs,  
Department of State, 8 March 1978

1. Mr. Gelb finds the contents of the NID highly useful, if not the format. Twice he summed it up by saying he got more from the NID than "anything else." And this despite the fact that he doesn't read it himself--an INR officer briefs him on its contents orally.

2. The reason for this may be that the newspaper format puts him off. He replied unequivocally that he would prefer a more traditional, Bulletin-like format. He also thinks there is too much material in the NID, and would prefer a more concise summary.

3. Despite these comments, he said the mix of articles in the NID was just right for his purposes. He finds both regional and functional material useful--especially in "solving problems" and in enabling him to take pre-emptive action.

4. Mr. Gelb said he got more nourishment from the NID than from the longer intelligence assessments he has seen. He commented that he could not recall reading any CIA analytic "study" over the past year that had informed him of something his own staff had not already come up with. He noted, on the other hand, that when on occasion he had asked for something in the intelligence field, it showed up in the NID.



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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC No. 542-78  
8 March 1978

MEMORANDUM FOR: Richard Lehman  
Associate Director-Substantive Support, NFAC

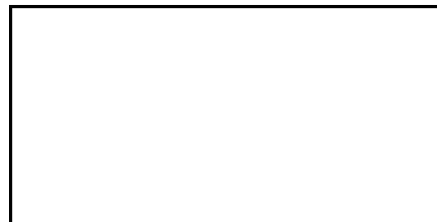
FROM :   
National Intelligence Officer  
for Political Economy

SUBJECT : Responses to the NID Questionnaire

1. The attached responses to the NID questionnaire indicate considerable differences in depth of interest among readers. Some officials read the NID daily, but, most often, they are receiving select portions which have been screened by staffers or by briefing officers. In State and Treasury this briefing task is performed by inhouse officers and at Commerce by the CIA Liaison Officer, . The bottom line is that the NID is generally considered as another source of information, along with many others.

2. The most common deficiency mentioned is the lack of material on subjects the respondent handles. Obviously it is impossible to satisfy everybody in a publication which covers the waterfront. In addition, because most NID customers we polled are deeply involved in day-to-day matters, they regard their basic source of information as the State cable. For this reason, State, Commerce, and Treasury each have felt compelled to produce a daily publication which summarizes cables and key intelligence reports. Thus given the impossible task of matching the NID material with the wide range of interests of our customers, shouldn't we be placing less emphasis on this general publication?

Attachment



Response to NID Questionnaire by  
Commerce Department Officials

The Department of Commerce receives four copies of the NID, addressed to The Secretary (Juanita Kreps), the Under Secretary (Sidney Harman), The Assistant Secretary for Policy (Jerry Jasinowski), and the Assistant Secretary for Industry and Trade (Frank Weil). [ ] screens the NID, circles the articles he thinks are of most interest and underlines the key sentences or marks key paragraphs. He also writes up a buckslip to the Secretary (xeroxed for the other addressees) which recommends the three or four articles of most interest to her, and which contains a two or three sentence description of each article.

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In addition to the above customers, [ ] shows the NID periodically to three other officials at Commerce: The Assistant Secretary for Science and Technology (Jordan Baruch), the Administrator for NOAA (Dick Frank), and the Assistant Secretary for Maritime Affairs (Robert Blackwell). In the case of Baruch, a session is arranged about once every two weeks to go through every issue of the NID, looking at articles which interest him.

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The Secretary reads the NID but relies on [ ] buckslip and markings for indications of key articles. Harman and Jasinowski's interest in the NID is not keen. We have recently stopped delivering the NID to Harman and send it to Jasinowski irregularly when there is an article on a subject of particular interest to him. In the case of Frank Weil, he is the most avid reader at Commerce. Both the Secretary and Frank Weil read items beyond just those of direct relevance to their work, as does Jordan Baruch.

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Both the Secretary and Frank Weil like the NID newspaper format because they can scan it easily for articles of interest. They also like the summaries at the beginning of the articles.

The Secretary and Frank Weil feel that the mix of articles in the NID is not ideal. There are not enough items on international economic matters in it, and frequently they are run late. It is obvious to a sophisticated reader that many economic articles have been handled as filler material and put in only when they have not been bumped by what political/military-oriented editors feel are more important items.

Response to NID Questionnaire by  
Select State Department Officials

Distribution of the NID within State Department varies considerably. The top 2-3 ranking officials receive their own copies and keep it as long as they need it. Some lesser officials -- below the Under Secretary level -- also receive the NID daily but must read it while an INR officer waits. More often the NID is scanned by the official's staff or INR and the selected articles of interest are passed on to the principal along with other related items.

Under Secretary for Economic Affairs, Richard Cooper: Mr. Cooper reads the NID about once a week. Articles pertaining to issues in which he is directly involved are also shown him. Mr. Cooper thinks the NID devotes insufficient space to economic developments, and should have more indepth articles. He has difficulty discussing trade offs between the NID and longer range analytical production since he doesn't know what the latter would be. The articles are considered timely and the summary paragraph useful. He didn't find the briefs section useful.

Assistant Secretary for Economic and Business Affairs, Julius Katz: Mr. Katz does not read the NID; he does see clippings on subjects directly related to his interest.

Deputy Director for Economic Research and Analysis, Mike Ely: Mr. Ely skims the NID each day and reads articles he considers relevant. He likes the format and would like to see the balance of articles continued as is. He, however, thinks feature articles are fragmented and should include a broader outlook section.

AID Administrator John Gilligan's comment was that the NID could be improved by diversifying reporting and analysis and including more on major development issues, North-South problems and global challenges in production, hunger, environment, etc.

Assistant Secretary of Oceans and International Environmental and Scientific Affairs, Patsy Mink: Mrs. Mink reads the NID herself, time permitting; otherwise, she relies on one of the other two officers cleared to read the pouch to bring items to her attention. No summaries are prepared. Mrs. Mink reads principally items of specific interest. She finds the NID format very readable and the contents of appropriate length. The mix of items in the NID is about right, although for her purposes more scientific and technological content would help. The features are not usually of high utility to the work of the Bureau, but the exceptions to this make it an important document for daily reading. Given the tradeoff, Mrs. Mink prefers the NID as it is. The NID articles are generally timely and of the right length. The summary paragraph is very useful. The Briefs section is useful. Events reported in the media should be covered only to the extent that the reporting includes new information not contained in the media. The "ideal" periodical is the one that gives all the questions and answers at 1000 words or less.  
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Under Secretary for Security Assistance, Science and Technology, Lucy Wilson Benson: Ms. Benson is given the NID every day, with a list on the envelope of items of interest. Aside from the graphics (tables, maps, imagery) which are highly valued, the NID is considered only a supplement to INR's morning cable summary. According to Ms. Benson, there are two drawbacks to using the NID for anything beyond the maps and imagery. First, Ms. Benson feels it is not analytical or interpretative enough, and she looks to other sources for this. Second, the NID (in contrast to the morning cable summary) glosses over the quality of its sources too often to be relied on. Consequently, the NID is read only to keep Ms. Benson informed of what other policymakers may be learning from it, and to alert her staff to items of misinformation that should be countered by a telephone call or short memorandum. On balance, Ms. Benson would prefer not to have a NID, and for the intelligence community to concentrate on better analysis and non-interpretative reporting of any selected events.

Deputy to the Under Secretary for Security Assistance, Science and Technology, Joseph S. Nye, Jr.: Mr. Nye reads the NID daily because it has created numerous problems with which he has had to deal. The reporting on nuclear proliferation matters has, in Mr. Nye's view, proved to be highly inaccurate and lacking in attention to context. This often requires him to call around town to set the record straight. He also considers the reporting in the NID to be vastly inferior to INR's morning cable summary, and would prefer that the NID cease publication.

Director of Policy Planning Staff, W. Anthony Lake: Lake and his two deputies read the NID every day and find it just as useful as INR's morning cable summary. They use it to get a quick, factual grasp of a situation, and believe the size (as well as timeliness) of articles is about right.

THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #925-78  
8 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support

FROM :   
NIO for Special Studies

SUBJECT : NID Survey: Interview with Peter Tarnoff,  
Executive Secretary of the Department of State,  
7 March 1978

1. Mr. Tarnoff reads the NID every day, and says he likes it. He is not the average policy consumer, however. As the Secretary of State's senior aide, he is well briefed through the Department's own mechanisms. Like Secretary Vance, he gets his first intelligence briefing of the day in the form of the Department's morning summary, which was revamped and expanded largely according to his specifications. (Peter was serving in INR when he was appointed Executive Secretary to Vance, and had firm views about certain shortcomings he perceived in the INR daily.)

2. Tarnoff turns to the NID not so much for information as to see how other agencies are playing the major situations. He invariably reads the lead stories, such as those on The Horn, and he likes the newspaper format and summary paragraphs. Scanning the rest of the NID, he tends to read only those articles having to do with his own area of expertise and personal interest, i.e., Western Europe.

3. As for the feature articles, he believes they are useful, but could be distributed in other form and still be made available to those senior consumers with strong substantive interests. Because of his general responsibilities and the short time he has to read the NID, he is less interested than some other consumers in detailed analytic pieces on highly specialized topics.

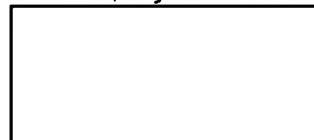
4. Given a choice between the NID as is and more long-range analytical production, Tarnoff said he could live without the NID. He acknowledged, however, that this was largely because he was well served by other means. He assumed, moreover, that the other production we had in mind would take the form of sharp policy-oriented

SUBJECT: NID Survey: Interview with Peter Tarnoff, Executive  
Secretary of the Department of State, 7 March 1978

memoranda of judicious length and scope, as opposed to long-range "academic" studies resulting from detailed research. The latter, in his view, would have little utility for the senior operating official.

5. Mr. Tarnoff's "ideal" of a current intelligence periodical probably can be found in the format of State's morning summary, which I gather now combines a gisting (with brief comment) of overnight reports and a selection of 4-5 timely analytic articles prepared the previous day. INR formerly published these articles in the form of an "afternoon" daily; the morning items were compiled by the Operations Center (from embassy cables,  press) and INR (intelligence reports) without coordination, resulting in some duplication and confusion. Now the overnight items are prepared jointly (by 0600) and packaged with the analytic pieces into a more coherent and thoughtful daily report that is carefully read by the Secretary (it is sent very early to his house) and by the regional bureau chiefs (because they know Vance reads it).

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NFAC #894-78  
7 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support

FROM

NID for Special Studies

SUBJECT : NID Survey: Interview with Under Secretary Habib,  
22 February 1978

1. Under Secretary Habib likes the NID. Although he maintains, as he always has, that it's a matter of little importance to him what kind of vehicle is used to give him his daily intelligence as long as he gets it, it's clear after talking with him about the NID that he finds the newspaper format useful. The ability to scan stories quickly, the graphics, and the analytical articles are features he specifically mentioned.

2. Mr. Habib provided the following answers to specific questions:

- He reads the NID himself every day, spurning oral briefings.
- He reads items relevant to his current work as well as other stories that catch his interest.
- Although he likes the newspaper format, he believes the NID publishes more material than can be easily assimilated and would prefer a somewhat shorter version.
- He reads longer analytical articles on various subjects--or parts of them--as well as current items, and thinks the mix of material is about right.
- While he finds the longer articles useful and interesting, he would prefer them to be somewhat shorter than they generally run.

SUBJECT: NID Survey: Interview with Under Secretary Habib,  
22 February 1978

- If it came to a choice between dedicating resources to the NID as opposed to longer range analysis, he would vote for continuing the NID, largely because in his present position he finds little or no time to read longer assessments published separately.
- He believes NID articles are sufficiently timely, even though the State Department's morning summary (as well as cables he has already read) scoops the NID in some cases.
- He particularly commended the summary paragraph as useful; without it he would want the articles to be shorter.
- He finds the Briefs section of the NID a convenient check, although not essential.

3. In short, Mr. Habib would read the CIA daily publication whatever the format, but clearly finds the NID a handy way to absorb the morning news.



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7 March 1978

NOTE FOR: Mr. Lehman

SUBJECT : Comments on the NID - Dick Vine



1. I had an opportunity to speak only briefly to Dick Vine about the NID this morning, but I think it covered most of the ground. As he put it, he has "no gripes".

2. Vine claims that he reads the NID every day and that he reads it all. He also reads the Department's morning summary. Although he said the two publications "do not always agree", that didn't seem to bother him and he made no other comparison.

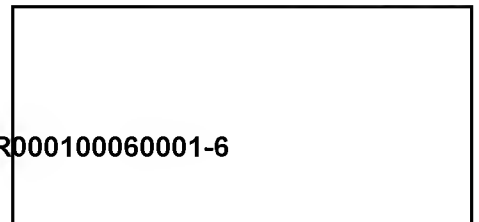
3. Concerning the format and content, Vine said that he finds the NID easy to handle. On the subjects which he works with, he said it provides a good current summary. Otherwise, it is a good way to keep up with "all those other things" in which he is not directly involved.

4. When offered more in the way of -- say -- research if resources were to be transferred to that, Vine said he certainly wouldn't stand in the way of more long-range analysis, but .... I took this to mean that he was not eager to give up what he now finds useful in return for something he isn't sure of.



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7 March 1978

MEMORANDUM FOR THE RECORD

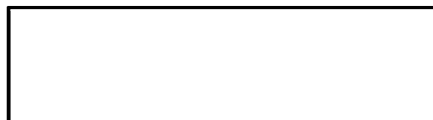
SUBJECT: Various Reactions to the NID

1. Bob Gates has talked to David Aaron, who only sees the PDB when Brzezinski is out of town. Aaron prefers the INR Summary because it only deals with important issues and is "strictly policy-related." He rarely reads the NID, except for an occasional article. Gates himself reads the NID but is a "partisan of the CIB" and prefers the INR Summary. He feels the NID is simply too much for first thing in the morning.

2. According to Darnell Whitt, Assistant Secretary McGiffert (ISA) is enthusiastic about the NID and reads it carefully. Those deputy assistant secretaries who see it feel much the same way. This apparently reflects the resistance of civilians to the military intelligence strait jacket. I doubt if the State Summary is widely available in the Pentagon.

3. Bob Komer called me the other day to volunteer how much he likes the NID, including its format. Probably some of the factors cited for ISA are at work here.

4. At my request, John Waller spoke to Tom Farmer of the IOB. Tom in effect declined to vote. He reads the NID to find out what's going on, but he doesn't see himself as a consumer of substantive intelligence.



Richard Lehman  
AD/INFAC/SS

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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #905-78  
7 March 1978

MEMORANDUM FOR: Richard Lehman  
AD/NFAC/SS

FROM :

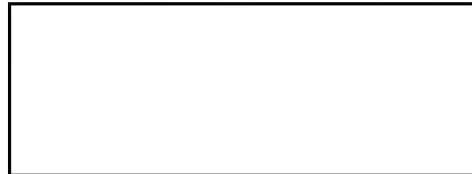
NIO/USSR-EE

SUBJECT : NID Survey

1. Marshall Shulman is a NID reader. He finds it particularly useful for items that are not of direct relevance to his work, which he would otherwise probably not have an opportunity to see. In most instances, he has already seen the cables on which NID items on Soviet matters of immediate concern to him are based. He particularly values the more analytical NID items. He finds the format convenient. He has no preferred alternative format.

2. Deputy Assistant Secretary Bill Luers is an enthusiastic NID reader. Like Shulman, he particularly values it as a timely, compact vehicle for following items not directly relevant to his work. For this purpose, Luers says the NID is his best source. He likes the format, finds it easy to scan for items of interest, to read items in part. He would like to see the NID continue as it is. He finds it more readable than the INR summary.

3. I have not yet talked to Sam Huntington about the NID.



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THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC 78-824  
2 March 1978

MEMORANDUM FOR: Associate Director-Substantive Support  
National Foreign Assessment Center

FROM :   
National Intelligence Officer for  
Conventional Forces

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SUBJECT : NID Survey

1. I was asked to survey the following people with respect to the NID. Those with an asterisk I interviewed directly, the others were covered by dealing with their appropriate administrative assistant/special assistant who dealt with the NID:

- \*Graham Claytor, Secretary of the Navy
- Adm. J. L. Holloway, Chief of Naval Operations
- Gen. David Jones, Chief of Staff, U.S. Air Force
- \*Gen. Louis Wilson, Commandant, USMC
- Dr. Davis, Office of Secretary of Defense
- VAdm. W. Crowe, OP06
- \*Victor Utgoff, National Security Council

I did not reach the following:

- VAdm. P. Hannifin, Director, Joint Staff
- R. Bartholomew, National Security Council

2. The essence of their views is as follows:

- a. None are concerned with format--i.e., the newspaper style. All would accept a booklet form that varied in length readily. (One comment was that a change of format would make it easier to remember whether the item was read in The New York Times or the NID.)

- b. The lead summaries for each article are universally desirable and indeed for most of the material are all that is normally read.

c. The old practice of having a column of contents in summary form was recalled as useful. (Some expressed the view that the DIA Executive Summary format was the most useful.)

d. For the military members, they all got daily early morning intelligence briefings which included the material that they were interested in--much based on the same information in the NID.

e. The military were less interested in the political and economic material in the NID though when areas heated up--the Horn for example--they then welcomed the full and daily treatment that the NID provided.

f. Holloway and Jones seldom saw the NID. They see it only when their intelligence briefings are short on coverage that their NID reviewer feels they should see it.

g. The articles could be shorter and the briefs on the last page were found useful.

h. Only the current items were desired by the military. The civilian readers placed a higher value on the research work that periodically appears.

i. The civilians found it to be the best intelligence summary they get and hoped that it would continue though format was unimportant.



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28 February 1978

MEMORANDUM FOR: Mr. Lehman

SUBJECT : Comments on the NID - Robert Hunter (NSC)

*Eric*

1. I talked with Bob Hunter and his assistant, Greg Treverton, about the NID on 22 February. Both read it, as do two other principals in the office. They always read the items relating to Western Europe, and try to read the rest as well. When time is short, they read the summaries.

2. Hunter and Treverton variously described the NID as "valuable" or "very valuable". However, both also read State's morning summary, which they think is "better". Hunter said he is not quite sure why this should be so since he is convinced that CIA analysis is better than State's -- and far superior to DIA's. Part of the problem may be editorial, he thinks. The articles (presumably the news articles) can be too long, and when one wants immediately to know what it is that is "new", he sometimes finds it hard to get to that.

3. Neither is troubled by the format and find the tabloid idea attractive. Both said it makes it easier to scan when that is necessary, and Treverton in particular stressed that the format lends itself to the effective use of graphics. (He does not, however, see much point in pictures of people.) Hunter said that he rather missed the old index-summary that formerly appeared in the left-hand column (a la Wall Street Journal), even though this made for a certain amount of "disembodied" text.

4. Concerning the mix of articles, both were positive -- they find it a convenient way to keep up with matters outside their purview. Treverton was particularly affirmative on this point.

5. When offered the alternative of more in the way of research, I am not sure that any clear answer came through. Hunter said that he presumed that the NID was "expensive", but he added -- quite categorically -- that he thought some kind of daily intelligence summary was "essential".

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6. I hereby swear that the foregoing is a complete and honest account.



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PS: I had been scheduled to talk to Dick Vine today about the NID, but he is ill. I will reschedule it as soon as possible.

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NID Interview - Mr. Nicholas Veliotos, Deputy Assistant Secretary of  
State, NEA, 22 February 1978

Mr. Veliotos never sees the NID. Even in Mr. Atherton's frequent absences it is not routed to him. During an earlier assignment as Assistant to the Deputy Secretary of State Mr. Veliotos did read the NID and recalls it favorably. At that time he had an official interest in the entire world and thus found it of particular value in keeping up with subjects which otherwise might have escaped his attention.

NID Interview - Mr. Douglas Bennet, Assistant Secretary of State for  
Congressional Relations, 22 February 1978

Mr. Bennet sees the NID himself regularly. It is brought to him by a courier who waits while he reads it.

Mr. Bennet spoke very favorably of the NID, although he said he got more substantive information from the State Department Summary which he reads earlier every day. Consistent with this observation he noted that what he liked best in the NID is the longer articles treating given subjects in some depth. He is of the opinion that the graphics of all kinds enhance the value of the NID substantially. He also noted that he appreciated the economic coverage, which he feels is weak in the State Department Summary.



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NID Interview - Mr. William Quandt, NSC Staff, 21 February 1978

Mr. Quandt, who is responsible for the Near East, reads the NID himself, Near Eastern items totally and items on the rest of the world as he has time. He finds the NID essential to his work as the volume of intelligence on his area is such that he must have a check list of priority current intelligence. It also relieves him of the necessity for briefing Dr. Brzezinski on any item covered in the NID, as he assumes Brzezinski will have read it.

Mr. Quandt, when assigned to the NSC Staff some years ago, was familiar with the old CIB. He prefers the NID format, particularly the graphics, and the ease of screening areas for which he is not primarily responsible. He stated that he could, however, go along with a return to something like the old format provided "the substance is left intact."

The only negative comment from Mr. Quandt was that because of its carry-over from page to page it is harder to reproduce an item for filing than it was in the case of the old CIB.

NID Interview - Mr. Thomas Thornton, NSC Staff, 21 February 1978

Mr. Thornton, who is responsible for South Asia and some other subjects, said that he does look at the NID but not on a high priority basis. No one screens it for him. I can confirm that at the time of my early afternoon appointment his NID was still on his desk with the envelope still unopened, although he did not know I was coming to talk about this subject.

Mr. Thornton said the NID compared very unfavorably with the State Summary which he also gets daily. His attitude may be summed up in the statement that "I know more than the NID does on any subject in my area."

Mr. Thornton said that he found from time to time the longer articles on problems outside his area of responsibility interesting, and that as he assumed increasing responsibility for some African subjects he thinks it may be of more use to him than it is on his primary area.

As to an alternate format, Mr. Thornton commented that he doesn't care if the format is changed or indeed if the NID is discontinued. He does recommend that the least expensive format be adopted, stating that as a tax payer he is shocked to think about the probable expense of the present NID.

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THE DIRECTOR OF  
CENTRAL INTELLIGENCE

National Intelligence Officers

21 February 1978

MEMORANDUM FOR: Dick Lehman

SUBJECT : Customer reaction to the NID

1. I have queried two principal customers of the National Intelligence Daily (NID) in the Latin American area to get their views on the format and timeliness of the NID. They are, Assistant Secretary of State for Inter-American Affairs, Terence Todman; and the National Security Council Staff Officer, Robert Pastor.

2. Assistant Secretary Todman told me that he reads the NID himself and does not rely on summaries prepared by others. He reads all items on Latin America and those on other parts of the world when there is a Latin American link, such as Cuban activities in Africa. He also reads items on Africa, since he was previously assigned there. He likes the format and the mix of short and feature articles. He finds them timely and about the right length. He would like to see the NID continue in its present format.

3. Mr. Robert Pastor also expressed his enthusiasm for the NID. While he had essentially the same comments as Assistant Secretary Todman, he said that he did not have time to read any articles other than those concerning Latin America. He said he would like to see a comment at the end of each article giving public reaction to the reported development in the country concerned.



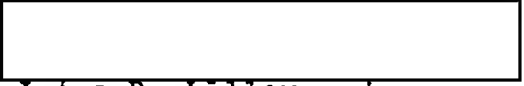
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15 February 1978

MEMORANDUM FOR THE RECORD

SUBJECT: Reaction to the NID by Mort Abramowitz,  
Deputy Assistant Secretary for EA in ISA

Mort's first candid remark was -- "I read the NID every day and find it useful." Mort said he takes out about 10-15 minutes every morning to read the NID carefully himself. He does not have a briefer and doesn't want one. He said if he had to read only one piece of intelligence every day, he would read the NID. He said it's the best thing he gets. He said he much prefers the newspaper format to the old NIB format. Mort said he thinks the mix is just about right between in-depth analyses and current intelligence. He said the NID tells him what important is going on in the world outside of his own area in addition to providing him with useful analyses of events in his own area. He singled out a recent item on North Korean maneuvers which he said was first rate. He said he finds the NID convenient and interesting. He uses the information he derives from it in policy meetings at State and DOD, and he also feels as though he is up-to-date for having read it. It also provides a cross-check on what he is getting within the Pentagon.

  
James R. Lilley  
National Intelligence Officer  
for China

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1 - NIO/China

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15 February 1978

MEMORANDUM FOR THE RECORD

SUBJECT: Reactions to the NID by Bill Maynes of State

1. On 13 February I talked about the NID with Bill Maynes, Assistant Secretary of State for International Organizations. Bill said that he is briefed daily by INR and his INR man brings a copy of the NID with him. Bill reads it at that time as part of his daily morning intelligence briefing. He says the INR man does mark special pieces for him based on Bill's special interests. For instance, Bill reads everything on South Africa and on Namibia. Bill says he likes the newspaper format and prefers four pages to two as he is provided with a wider selection of articles. He says he finds the longer pieces useful, especially those concerning Soviet strategic weapons, analyses of Soviet position on SALT. He says he likes the NID challenges to the prevailing wisdom at State. He is provided with alternate interpretations on important issues.


2. He finds the NID a little weak on economics (Bill himself is an economist). He says, for instance, that he doesn't feel the NID deals adequately with the profound aspects of US-Japanese trade nor does it with banking over-extensions in the LDCs. He says that the NID should emphasize unique intelligence inputs and should not emulate State summaries. He cited the Japan-Australian fishery negotiations as an example of unnecessary coverage.

3. Finally, he said our headlines and leads could be improved and cited several examples. He said he also preferred that we adopt more of a "newspaper style" in our articles. He said he preferred that hard concise summary

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info be put into the first paragraph and then we should prioritize the info in descending order in the succeeding paragraphs. In summary, Bill said the NID kept him informed on major issues, enabled him to be current on fast-breaking events and provided him an alternate viewpoint to State's position.

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James R. Lilley  
National Intelligence Officer  
for China

Distribution:

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1 - AD/NFAC/SS  
1 - NIO/China

16 February 1978


MEMORANDUM FOR THE RECORD

SUBJECT: Reaction to the NID by Michel Oksenberg,  
NSC/China

1. On 16 February I talked to Oksenberg about his use of the NID. He said he reads it every day. How much he reads of the NID does depend on his time. He always, however, closely reads everything printed on China. He said he uses the NID to brief Brzezinski. He clips out good pieces, xeroxes them and sends them to Brzezinski with his comments.

2. Mike said he likes the newspaper format because it gives him a range of choices. He says a bulletin type presentation would not be as convenient. He said he likes the analyses but he would prefer more "sociological" analyses. For instance, he likes such pieces as deal with Sadat's perceptions of negotiating with Israel, or an analysis of the parties and social forces of a country on the eve of an election.

3. Mike said that with the deterioration of foreign reporting in The Washington Post and The New York Times the NID value has become even greater. It has become in effect his newspaper of world events (his words). He likes particularly the lead paragraphs. He says these are often good and frequently entice a reader to read the whole piece.

  
James R. Lilley  
National Intelligence Officer  
for China

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1 - NIO/China

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5 January 1978

STAT  
MEMORANDUM FOR: Director, Office of Economic Research  
FROM :   
SUBJECT : Consumer Use of NID

1. The following comments on the use of the NID by major economic policymakers largely reflect the knowledge of staff people or secretaries who screen the NID or pass it to the recipient.

- A. Treasury Secretary Blumenthal: The Office of the Special Assistant for National Security in the Treasury Department reviews the NID and selects items to be included in a daily briefing book prepared for the Secretary and his top assistants. The Secretary has not commented on the NID selections.
- B. Commerce Secretary Kreps: The NFAC representative at the Commerce Department highlights copies of the NID (by underlining or attaching notes) for the Secretary as well as Undersecretary Harman. Neither the Secretary nor the Undersecretary have commented on the NID. Assistant Secretary of Commerce for Domestic and International Business Weil reads the NID regularly and said he finds it very useful. The NFAC representative selects a few isolated articles for presentation to Assistant Secretary of Commerce Jasinowski. The latter does not receive the NID on a regular basis.
- C. Transportation Secretary Adams: Security officers in the Transportation Department screen the NID for Secretary Adams. They highlight articles for the Secretary that pertain to transportation or to topics that may be covered in Cabinet meetings. The Secretary sees perhaps one-third of the issues and reportedly finds them useful.

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- D. Interior Secretary Andrus: Security and Executive Secretariat officials in the Interior Department screen the NID for Secretary Andrus. They rarely pass either the NID or articles from the NID to the Secretary.
- E. Office of Management and Budget Director-Designate McIntyre: Mr. McIntyre receives the NID daily but it is not clear how often he reads it.
- F. Energy Secretary Schlesinger: The Secretary said that he reads the NID intermittently. Assistant Energy Secretary for International Affairs Bergold regularly reads the NID and finds it useful.
- G. Federal Reserve Board Chairman Burns: The Chairman receives the NID daily, but sometimes returns the package unopened.

2. OER briefings of OMB Director-Designate McIntyre, Secretary Schlesinger, and Chairman Burns (and CEA Chairman Schultze, Labor Secretary Marshall, Ambassador Strauss, and Deputy Energy Secretary O'Leary) cover selected NID articles in their areas of interest.

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STAT

16 March 1978

MEMORANDUM FOR: Chief, Current Reporting Group

FROM :

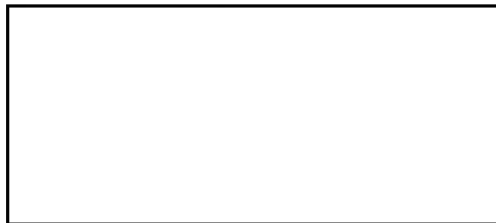
[REDACTED]  
Chief, East Asia-Pacific Division, ORPA

SUBJECT : Discussion re: National Intelligence Daily

1. On the thirteenth and fourteenth of this month our China analysts and Mike Oksenberg, the NSC staffer responsible for Chinese affairs, were at the [REDACTED] Training Center for informal discussions on China.

2. Since one of the primary purposes of these periodic exchanges with Mike is to discuss how we might better serve the intelligence needs of the NSC, we naturally sought his views on the NID. He expressed satisfaction with China coverage in the NID but beyond that, was very positive in general saying that he now considered the NID as his "foreign affairs daily newspaper" and found it would be both more "comprehensive and accurate" than The New York Times.

3. In short, Mike made it very clear that he depends on a current intelligence daily publication from CIA and definitely would prefer to see the basic NID format retained.





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1 March 1978

MEMORANDUM

SUBJECT: Response to NID Survey

1. Yesterday I put our survey questions about the NID to Delores Wahl, Chief of the Current Intelligence Staff in the State Department's Bureau of Intelligence and Research. I found her an enthusiastic fan of the publication. She finds it very useful and regards it favorably on almost all of the points of our inquiry.

2. Ms. Wahl said she reads the NID regularly and thoroughly, both for her own edification and to see how we're treating topics that her Current Intelligence Staff is covering in its publications. She sees things in it that are not found anywhere else. Accordingly, material is drawn from the NID for briefings the staff writes for officials at the assistant secretary level and for others, such as the Department's press spokesman.

3. She volunteered that she likes the format and prefers it to the booklet style; in her opinion the necessity to turn the pages of a booklet is an interruption that is time consuming, however brief, whereas she can scan the newspaper first and then decide what to read at greater length. This process is facilitated by the opening boldface paragraph, which she said helps her to remember more.

4. Ms. Wahl also likes the Briefs, thinks the graphics are excellent, and considers the selection and placement of articles to be fine; the features are very good and helpful. In her view, the mix of longer items and current items is about right. She has observed that current pieces seem generally shorter than they were before and thinks that's good; "I'm delighted when the story is complete on page one." She has no problem with the length of the features because she expects them to be long.

5. Ms. Wahl has the impression that the timeliness of current items in the NID has improved in recent months, and that there are more spot reports which bring up to date ongoing situations. She approves and welcomes this.

6. As a concluding tribute in her paeon of praise, Ms. Wahl added that the NID is frequently cited by senior Department officials at staff meetings and at other times, occasionally accompanied by queries as to why the INR Summary, to which her staff contributes, hadn't treated the subject. I told her that was interesting in the light of the jibes we sometimes receive when the Summary scoops the NID.

Pass to Baed

THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON, D. C. 20505

National Intelligence Officers

NFAC #1042-78  
14 March 1978

MEMORANDUM FOR: Richard Lehman<sup>RL</sup>  
Associate Director-Substantive Support, NFAC

FROM: [REDACTED]  
National Intelligence Officer  
for Political Economy

SUBJECT : Supplementary Responses to NID Questionnaire

1. Here are the final responses on our NID inquiries. These supplement and complement the responses we conveyed to you in our memo of 8 March. On balance, the facts and views reported here tend to lend further support to our impression that the bulk of the NID readership is relatively uncritical of such matters as scope and format, and read it either to fill their need to "keep abreast" or to serve some limited specialized purpose. They do not look to the NID for either authoritative or in depth analysis. In view of this, the impact that the NID has on policy must surely be minimal.

° Office of the Secretary of Defense

John Kester tells me that Harold Brown reads the NID from cover to cover every day and "seems to like it -- though he never explicitly says so." It's hard to tell how he really feels about it, because he is a voracious and somewhat uncritical consumer of all manner of general informational material.

Kester himself rarely finds the time to read it. He occasionally skims it, more out of curiosity than for serious task-related purposes. His responsibilities do not require keeping abreast of current intelligence matters.

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° Office of Science and Technology Policy

Ben Huberman tells me that Frank Press is an avid reader of the NID, looking particularly for coverage of S&T items, of which there are never enough -- Press realizes that the specialized CIA S&T publications are the place to look for coverage in depth. Currently, Press finds the NID treatment of changes in PRC policy on science, education and technology acquisition particularly fascinating. China happens to be his current concern, and he does not routinely receive the "China Weekly Review" or ORPA and OER publications on China.

Huberman himself finds the NID "extremely valuable" since he has a wide-ranging interest in national security issues. He has heard some criticism by others, especially on Brzezinski's part, that there is not enough economics coverage, such as current intelligence on foreign perceptions of the US dollar depreciation, but he realizes that that might well be covered in OER studies he does not see. Huberman has no criticism of the NID to offer.

° Office of the Secretary of the Treasury

Neither Blumenthal, nor Solomon, nor Bergsten see the NID. Blumenthal read it once when he first moved in and decided it was not worth his time. He read it a second time a few weeks later at Admiral Turner's specific request, but did not change his mind. Almost from the outset of this Administration, therefore, J. Foster Collins has been bowdlerizing the NID for his principals, as part of his daily "Morning Review" exercise -- a specialized current intelligence brief he prepares, with heavy emphasis on economic-financial-monetary issues, drawing on the NID, INR's daily cable summary, and assorted other intelligence reports. He highlights this review differently for each of the three above-named, in accordance with his reading of their particular interests. Thus we have no feedback on the NID from these indirect consumers.

° Office of the Secretary of Energy

Jim Schlesinger's personal assistant highlights the NID for him every morning. Jim is a selective, critical reader who frequently asks questions about energy-related items, seeking more information in depth. His principal complaint is the lack of political analysis of energy decision processes and personalities -- a not uncommon view among foreign policy-and negotiations-oriented cabinet officers.

Harry Bergold reads the NID carefully and religiously, plus a lot of cable traffic as well. Walt McDonald only skims it. Neither has any problem with it, for what it attempts to do. Both would, of course, like more energy coverage, but realize that everybody else also pleads for more coverage of his own area of interest. Here again, there seems to be a fairly relaxed attitude about scope, coverage and format.

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10 April 1978

NOTE FOR: Mr. Lehman

SUBJECT: Department of State/EA Opinions about the NID

1. I started out to interview Holbrooke on the NID but ended up getting the views of the entire INR Staff for East Asia. Their collective opinion follows.

2. Holbrooke doesn't read the NID but then he reads only what his staff asks him to read and they must be selective. INR staffer Herb Horowitz reads the articles for him: long articles he summarizes and briefs orally; short articles he clips and staples to instructions to read. Previous Assistant Secretaries Habib and Hummel enjoyed the NID and read it thoroughly, relying on it to keep them informed of the world beyond their responsibility.

3. Deputy Assistant Secretaries Gleysteen, Heginbotham, and Oakley read the NID themselves and have some interest in articles on subjects outside of East Asia. Because the country directors only see items pertinent to their areas of responsibility, they are not in a position to evaluate the NID.

4. INR staffers did not like the NID format. They said they would like a daily book with one article on each page. It would be easier to clip and file.

5. INR workers found the mix of articles "not bad" but believed we included marginal items to fill out the space. They found the summary paragraph a good innovation. They found the articles to be timely. They said that they liked the briefs and found them useful in bringing a subject to the attention of a policy maker.

6. The INR staffers said the articles were too long for senior policy makers.

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12 April 1978

NOTE TO: Mr. Lehman

SUBJECT: Mike Armacost's Views on the NID

1. Mike Armacost, the NSC representative for East Asia, is one of the NID supporters. He said, "I enjoy it; I find it most useful. Every morning I receive the INR summary and the NID. I would not like to rely solely on the INR summary."

2. Mike describes himself as an old newspaper reader. He says he likes the format. He particularly likes the summary. He doesn't feel it needs to be changed. He feels the NID is a convenient way to present the news.

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